

CLAIMS

What is claimed is:

1. A method for making an anonymous computerized commerce transaction involving the delivery of digital merchandise comprising:

5 sending first sensitive information from a first entity to a first intermediate entity;

processing said first sensitive information at said first intermediate entity;

creating first non-sensitive information operable to approve said transaction by said first intermediate entity;

10 sending said first non-sensitive information to a third entity operable to perform said transaction;

performing said transaction at said third entity, and

transferring said digital merchandise to said first entity via a delivering entity comprising information operable to deliver said digital merchandise to said first entity without revealing said first sensitive information to said third entity.

15 2. A method according to claim 1 wherein said digital merchandise comprises digital media content.

20 3. A method according to claim 2 wherein said digital media content comprises digital video media content.

4. A method according to claim 2 wherein said digital media content comprises digital audio media content.

25 5. A method according to claim 1 wherein said digital merchandise comprises digital software.

6. A method according to claim 1 wherein said method further comprises a second

intermediate entity operable to receive second sensitive information from said third entity and operable to process said second sensitive information and operable to create second non sensitive information operable to be sent to said first entity without revealing said second sensitive information said second non sensitive information operable to approve said transaction.

7. A method according to claim 6 wherein at least two intermediate entities of a substantially similar function to said second intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said first entity.

8. A method according to claim 7 wherein at least one of said intermediate entities of a substantially similar function to said second intermediate entity comprises functionality to authenticate said third entity.

9. A method according to claim 6 wherein said method further comprises performing the functionality of both said first intermediate entity and of said second intermediate entity by one entity.

10. A method according to claim 1 wherein at least two intermediate entities of a substantially similar function to said first intermediate entity are used by said first entity in order to interact with at least two entities substantially similar to said third entity.

11. A method according to claim 10 wherein at least one of said intermediate entities of a substantially similar function to said first intermediate entity comprises functionality to authenticate said first entity.

12. A method according to claim 1 wherein said first sensitive information contains information operable to identify said first entity.

13. A method according to claim 6 wherein said second sensitive information contains information operable to identify said third entity.

14. A method according to claim 1 wherein said first sensitive information contains information operable to perform payment for said digital merchandise.

15. A method according to claim 1 wherein said first intermediate entity comprises functionality to authenticate said first entity.

16. A method according to claim 6 wherein said second intermediate entity comprises functionality to authenticate said third entity.

17. A method according to claim 1 wherein said first intermediate entity is operable to perform payment for said digital merchandise.

18. A method according to claim 1 wherein at least two intermediate entities of a substantially similar function to said first intermediate entity are used by said first entity in order to interact with said third entity.

19. A method according to claim 6 wherein at least two intermediate entities of a substantially similar function to said second intermediate entity are used by said third entity in order to interact with said first entity.

20. A method according to claim 18 wherein at least one of said intermediate entities of a substantially similar function to said first intermediate entity comprises functionality to authenticate said first entity.

21. A method according to claim 19 wherein at least one of said intermediate entities of a substantially similar function to said second intermediate entity comprises

functionality to authenticate said third entity.

22. A method according to claim 10 wherein at least one of said intermediate entities of a substantially similar function to said first intermediate entity is operable to perform payment for said digital merchandise.

23. A method according to claim 19 wherein at least one of said intermediate entities of a substantially similar function to said first intermediate entity is operable to perform payment for said digital merchandise.

24. A method according to claim 1 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction.

25. A method according to claim 24 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said fourth entity.

26. A method according to claim 24 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with said fourth entity.

27. A method according to claim 25 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

28. A method according to claim 26 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

29. A method according to claim 24 wherein said third sensitive information contains information operable to identify said third entity.

30. A method according to claim 24 wherein said method further comprises performing the functionality of both said first intermediate entity and of said third intermediate entity by one entity.

31. A method according to claim 1 wherein said method further comprises utilizing a coordinating entity, said coordinating entity comprises functionality to store coordinating information operable to direct said first entity to utilize said first intermediate entity in order to perform said transaction with said third entity without the need for said first entity to be aware of the identity of said third entity.

32. A method according to claim 31 wherein said first entity comprises functionality to store said coordinating information on said coordinating entity.

33. A method according to claim 31 wherein said third entity comprises functionality to store said coordinating information on said coordinating entity.

34. A method according to claim 32 wherein said functionality to store said coordinating information on said coordinating entity comprises utilizing a fourth intermediate entity operable to store said coordinating information on said coordinating entity without revealing identifying information of said first entity to said coordinating entity.

35. A method according to claim 33 wherein said functionality to store said coordinating information on said coordinating entity comprises utilizing a fifth intermediate entity operable to store said coordinating information on said coordinating entity without revealing identifying information of said third entity to said coordinating entity.

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36. A method according to claim 6 wherein said method further comprises utilizing a coordinating entity, said coordinating entity comprises functionality to store coordinating information operable to direct said first entity to utilize said first intermediate entity in order to perform said transaction with said third entity without the need for said first entity to be aware of the identity of said third entity.

37. A method according to claim 36 wherein said first entity comprises functionality to store said coordinating information on said coordinating entity.

15 38. A method according to claim 36 wherein said third entity comprises
functionality to store said coordinating information on said coordinating entity.

39. A method according to claim 37 wherein said functionality to store said coordinating information on said coordinating entity comprises utilizing a fourth
20 intermediate entity operable to store said coordinating information on said coordinating entity without revealing identifying information of said first entity to said coordinating entity.

40. A method according to claim 38 wherein said functionality to store said
25 coordinating information on said coordinating entity comprises utilizing a fifth intermediate
entity operable to store said coordinating information on said coordinating entity without
revealing identifying information of said third entity to said coordinating entity.

41. A method according to claim 36 wherein said information operable to direct

said first entity to utilize said first intermediate entity in order to perform said transaction with said third entity without the need for said first entity to be aware of the identity of said third entity comprises information operable to enable said first entity to direct said first intermediate entity to contact said second intermediate entity and to direct said second intermediate entity to perform the following actions: contact said third intermediate entity and to initiate said transaction.

42. A method according to claim 1 wherein some of the communication of information communicated between two entities in the course of executing and approving said transaction comprise of sending said communication via an entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction.

43. A method according to claim 42 wherein said entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction is a party to other communication with said two entities thereby eliminating one of the communication channels needed to execute and approve said transaction.

44. A method according to claim 42 wherein said communication sent via an entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction comprises protection against forgery by a signature thereby preventing said entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction from forging information.

45. A method according to claim 42 wherein said communication sent via an entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction comprises protection

against forgery by encryption thereby preventing said entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction from accessing said communication sent via an entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction.

46. A method according to claim 42 wherein said technique of sending said communication via an entity which is not a party to said communication of information communicated between two entities in the course of executing and approving said transaction is used to transform sensitive information into non sensitive information by preventing the transfer of sensitive information that would result by direct communication by said two entities.

47. A method according to claim 46 wherein said eliminated sensitive information whose transfer would result from direct communication by said two entities comprises information about the identity of at least one of said two entities.

48. A method according to claim 46 wherein said eliminated sensitive information whose transfer would result from direct communication by said two entities comprises information about the address of at least one of said two entities.

49. A method according to claim 44 wherein said signature is a cryptographic signature.

50. A method according to claim 1 wherein said digital merchandise comprises encrypted content.

51. A method according to claim 50 wherein said encrypted content is transferred to said first entity separately from said encrypted content's decryption key.

58. A method according to claim 31 wherein said method further comprises performing the functionality of both said first intermediate entity and of said coordinating entity by one entity.

59. A method according to claim 34 wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said fourth intermediate entity and of said coordinating entity.

60. A method according to claim 36 wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said second intermediate entity and of said coordinating entity.

61. A method according to claim 39 wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said second intermediate entity, of said fourth intermediate and of said coordinating entity.

62. A method according to claim 40 wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said second intermediate entity, of said fifth intermediate and of said coordinating entity.

63. A method according to claim 39 wherein said third entity comprises functionality to store said coordinating information on said coordinating entity and wherein said functionality to store said coordinating information on said coordinating entity comprises utilizing a fifth intermediate entity operable to store said coordinating information on said coordinating entity without revealing identifying information of said third entity to said coordinating entity and wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first

intermediate entity, of said second intermediate entity, of said fourth intermediate, of said fifth intermediate and of said coordinating entity.

64. A method according to claim 31 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction and wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said coordinating entity and of said third intermediate entity.

65. A method according to claim 64 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said fourth entity.

66. A method according to claim 64 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with said fourth entity.

67. A method according to claim 65 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

68. A method according to claim 66 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

69. A method according to claim 64 wherein said third sensitive information

contains information operable to identify said third entity.

70. A method according to claim 36 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction and wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said second intermediate entity, of said coordinating entity and of said third intermediate entity.

71. A method according to claim 70 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said fourth entity.

72. A method according to claim 70 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with said fourth entity.

73. A method according to claim 71 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

74. A method according to claim 72 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

75. A method according to claim 70 wherein said third sensitive information contains information operable to identify said third entity.

76. A method according to claim 34 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction and wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said fourth intermediate entity, of said coordinating entity and of said third intermediate entity.

77. A method according to claim 76 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said fourth entity.

78. A method according to claim 76 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with said fourth entity.

79. A method according to claim 77 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

80. A method according to claim 78 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

81. A method according to claim 76 wherein said third sensitive information contains information operable to identify said third entity.

82. A method according to claim 39 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction and wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said second intermediate entity, of said fourth intermediate entity, of said coordinating entity and of said third intermediate entity.

83. A method according to claim 82 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said fourth entity.

84. A method according to claim 82 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with said fourth entity.

85. A method according to claim 83 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

86. A method according to claim 84 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

87. A method according to claim 82 wherein said third sensitive information contains information operable to identify said third entity.

88. A method according to claim 40 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction and wherein said method further comprises performing the functionality of at least two of the following by one entity: of said first intermediate entity, of said second intermediate entity, of said fifth intermediate entity, of said coordinating entity and of said third intermediate entity.

89. A method according to claim 88 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with at least two entities substantially similar to said fourth entity.

90. A method according to claim 88 wherein at least two intermediate entities of a substantially similar function to said third intermediate entity are used by said third entity in order to interact with said fourth entity.

91. A method according to claim 89 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

92. A method according to claim 90 wherein at least one of said intermediate entities of a substantially similar function to said third intermediate entity comprises functionality to authenticate said third entity.

93. A method according to claim 88 wherein said third sensitive information contains information operable to identify said third entity.

functionality to authenticate said third entity.

99. A method according to claim 94 wherein said third sensitive information contains information operable to identify said third entity.

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100. A method according to claim 1 further comprising communicating at least some of the information communicated in the course of approving and executing said transaction via a least one intermediate entity.

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